

What we claim is:

1. A system for providing on-demand responses to consumer impulses produced by a demand stimulus comprising

a computer processing system, and

a content database accessible by said computer processing system, said content database

5 having stored stimulus responses corresponding to a plurality of consumer demand stimuli in at least two content categories of demand stimuli,

said computer processing system further having a real time inquiry response system for receiving inquiries submitted by a consumer through a consumer interface regarding demand stimuli encountered by the consumer and for identifying the content category with which said consumer inquiry is associated, and

said computer processing system having further means for correlating consumer inquiries received by said real time inquiry response system with stimulus responses stored in said consumer stimulus content database based on the content category identified by said inquiry response system so that said inquiry response system can return to the consumer in real time a stored stimulus response for the consumer inquiry.

2. The system of claim 1 wherein the content categories of demand stimuli include external demand stimuli.

3. The system of claim 2 wherein said external demand stimuli content category includes broadcast demand stimuli and wherein the stored stimulus responses for said broadcast demand

3 stimuli includes further information regarding said broadcast.

1 4. The system of claim 3 wherein said broadcast demand stimuli includes broadcast music  
2 and broadcast advertisements, and wherein the stored stimulus responses for said broadcast music  
3 includes further information regarding said music and the stored stimulus responses for said  
4 broadcast advertisements includes further information regarding the subject of the advertisements.

1 5. The system of claim 2 wherein said external demand stimuli content category includes  
2 print advertisements and wherein the stored stimulus responses for said print advertisements  
3 includes further information regarding the subject of said print advertisements.

1 6. The system of claim 2 wherein said external demand stimuli content category includes  
2 billboard advertisements and wherein the stored stimulus responses for said billboard  
3 advertisements includes further information regarding the subject of said billboard advertisements.

1 7. The system of claim 2 wherein said external demand stimuli content category includes  
2 advertisements selected from the group consisting of broadcast advertisements, print  
3 advertisements and billboard advertisements.

1 8. The system of claim 7 wherein said consumer stimulus content database includes pre-  
2 defined keys supplied to consumers which can be inputted to the computer processing system  
3 through said consumer inquiry interface, and wherein the means for correlating consumer inquiries

4 received from said consumer inquiry interface with stimulus responses stored in said consumer  
5 stimulus content database includes an association of said pre-defined keys with stored stimulus  
6 responses such that a consumer inquiry which includes a pre-defined key will return a stored  
7 stimulus response associated with said key.

1 9. The system of claim 8 wherein said pre-defined keys are in the form of at least one key  
2 word.

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10 10. The system of claim 7 wherein the stored stimulus response returned to the consumer  
11 is stored information regarding the subject of the advertisement which stimulated the consumer  
12 demand.

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12 11. The system of claim 7 wherein the stored stimulus response returned to the consumer  
13 is contact information for the advertiser which allows the consumer to contact the advertiser  
14 directly to learn more about an advertised product or service.

1 12. The system of claim 7 wherein the stored stimulus response returned to the consumer  
2 is contact information for the advertiser which allows the consumer to place an order for an  
3 advertised product or service.

1 13. The system of claim 7 wherein the response returned to the consumer is an indicia of  
2 a redeemable discount for an advertised product or service.

1 14. The system of claim 13 wherein the indicia of a redeemable discount is an electronic  
2 coupon.

1 15. The system of claim 2 wherein said categories of demand stimuli further includes  
2 internal demand stimuli, wherein said internal demand stimuli includes a consumer desire to attend  
3 an event, and wherein the stored stimulus responses to a consumer inquiry stimulated by a desire  
4 to attend an event includes information regarding the event.

1 16. The system of claim 15 wherein said internal demand stimuli includes the consumer  
2 desire to attend events selected from the group consisting of movies, concerts, plays, nightclub  
3 acts, lectures, and special events, and wherein the stored stimulus responses to a consumer inquiry  
4 stimulated by a desire to attend an event includes event information selected from the group  
5 consisting of event description, event schedules, and ticket purchase information.

1 17. The system of claim 16 wherein the stored stimulus response returned to the  
2 consumer is contact information for a provider of the event which allows the consumer to contact  
3 the event provider directly to learn more about event.

1 18. The system of claim 16 wherein the stored stimulus response returned to the consumer  
2 is contact information for placing an order for tickets to an event.

1 19. The system of claim 1 wherein the consumer inquiry interface through which the  
2 consumer inquiry is made includes a telephone and wherein said real time inquiry response system  
3 includes an interactive voice response system which permits consumer inquiries stimulated by a  
4 demand stimulus to be made to the inquiry response system for processing by said computer  
5 processing system by voice instructions given over the telephone.

1 20. The system of claim 1 wherein the consumer inquiry interface through which  
2 consumer inquiries are made includes a touch tone telephone and wherein said inquiry response  
3 system includes means for communicating with a consumer operated touch tone telephone whereby  
4 consumer inquiries can be made to the inquiry response system for processing by the computer  
5 processing system by a touch tone key pad of the touch tone telephone.

1 21. The system of claim 1 wherein the consumer inquiry interface through which the  
2 consumer inquiry is made includes a data communications device and wherein said inquiry  
3 response system includes means for communicating with a consumer operated data  
4 communications device.

1 22. The system of claim 1 wherein the consumer inquiry interface through which the  
2 consumer inquiry is made includes a computer apparatus and wherein said inquiry response system  
3 includes means for communicating with a consumer operated computer apparatus via a  
4 communications network.

1           23. The system of claim 1 wherein said inquiry response system includes means for  
2 communicating with a consumer inquiry interface selected from at least two consumer operated  
3 interface devices in the group consisting of a voice telephone wherein consumer inquiries can be  
4 made to the inquiry response system by voice instructions, a touch tone telephone whereby  
5 consumer inquiries can be made to the consumer response inquiry system by a touch tone key pad  
6 of said touch tone telephone, a wireless data communications device wherein consumer inquiries  
7 can be made to the consumer response inquiry system by entering data on a touch pad of said  
8 wireless data communications device, and a computer connected to a communications network  
9 wherein consumer inquiries can be made to the inquiry response system by entering instructions  
10 on a keyboard of said computer.

1           24. The system of claim 1 wherein said inquiry response system includes category  
2 selection means which instructs the consumer to select a content category of demand stimuli for  
3 which a response is desired, and wherein the means within said computer processing system for  
4 correlating consumer inquiries received by said inquiry response system with stimulus responses  
5 stored in said consumer stimulus content database is responsive to the content category selected  
6 by the consumer.

1           25. The system of claim 24 wherein each said content category has an associated content  
2 name, and wherein the category selection means of said inquiry response system is responsive to  
3 the content name supplied to the inquiry response system by the consumer through the consumer  
4 inquiry interface.

1           26. The system of claim 25 where the consumer inquiry interface includes a telephone,  
2 wherein said inquiry response system includes an interactive voice recognition system, and  
3 wherein said category selection means is responsive to the saying of a category name over the  
4 telephone recognized by said interactive voice recognition system.

1           27. The system of claim 1 wherein said inquiry response system includes means for  
2 returning a confirming response to an e-mail address provided by the consumer.

1           28. A system for providing on-demand responses to consumer impulses produced by a  
2 demand stimulus comprising

3           a computer processing system, and

4           a content database accessible by said computer processing system, said content database  
5 having stored stimulus responses corresponding to a plurality of consumer demand stimuli in at  
6 least two content categories of demand stimuli including broadcast music and advertisements  
7 selected from the group consisting of broadcast advertisements, print advertisements and billboard  
8 advertisements,

9           said computer processing system further having a real time inquiry response system for  
10 receiving inquiries submitted by a consumer through a consumer interface regarding demand  
11 stimuli encountered by the consumer and for identifying the content category with which said  
12 consumer inquiry is associated, and

13          said computer processing system having further means for correlating consumer inquiries

received by said real time inquiry response system with stimulus responses stored in said consumer stimulus content database based on the content category identified by said inquiry response system so that said inquiry response system can return to the consumer in real time a stored stimulus response for the consumer inquiry.

29. The system of claim 28 wherein said categories of consumer demand stimuli further include a consumer desire to attend events selected from the group consisting of movies, concerts, plays, nightclub acts, lectures, and special events.

30. The system of claim 29 wherein said inquiry response system includes means for communicating with a consumer inquiry interface selected from at least two consumer operated interface devices in the group consisting of a voice telephone wherein consumer inquiries can be made to the inquiry response system by voice instructions, a touch tone telephone whereby consumer inquiries can be made to the consumer response inquiry system by a touch tone key pad of said touch tone telephone, a wireless data communications device wherein consumer inquiries can be made to the consumer response inquiry system by entering data on a touch pad of said wireless data communications device, and a computer connected to a communications network wherein consumer inquiries can be made to the inquiry response system by entering instructions on a keyboard of said computer.

31. A method of providing on-demand responses to consumer impulses produced by a demand stimulus comprising



3 providing a content database having stored demand stimulus responses corresponding to  
4 a plurality of demand stimuli in at least two content categories of demand stimuli,  
5 receiving a consumer inquiry stimulated by demand stimulus and directing the inquiring  
6 consumer to identify the category to which the demand stimuli producing the inquiry pertains,  
7 correlating the received demand inquiry with a stimulus response stored in said content  
8 database based on the content category identifying by the consumer, and  
9 returning to the consumer the stored stimulus response corresponding to the consumer's  
10 inquiry.

1 32. The method of claim 31 wherein the categories of demand stimuli are first identified  
2 by whether the source of the demand stimuli can be identified.

3 33. The method of claim 32 wherein, if a source can be identified, the categories of  
4 demand stimuli are further identified by whether the demand stimuli is broadcast demand stimuli  
5 or non-broadcast demand stimuli.

6 34. The method of claim 31 wherein the categories of demand stimuli are first identified  
7 by whether the demand stimuli are broadcast demand stimuli or non-broadcast demand stimuli.

8 35. The method of claim 31 wherein said content categories of demand stimuli include  
9 broadcast demand stimuli and wherein the stored stimulus responses returned to the consumer in  
10 response to a consumer inquiry relating to broadcast demand stimuli include further information

relating to said broadcast.

36. The method of claim 35 wherein  
said broadcast demand stimuli includes broadcast music and broadcast advertisements,  
the inquiring consumer is directed to identify whether the demand stimulus that produced  
the inquiry pertains to broadcast music or a broadcast advertisement and then to provide  
identifying information regarding broadcaster of the music or advertisement, and  
at least one stored stimulus response is returned correlated to the broadcaster identified by  
the consumer and the date and time the consumer inquiry is made.

37. The method of claim 36 wherein the returned stored stimulus response includes at least  
one response selected from a group consisting of audio clips of the broadcast, text clips of the  
broadcast, and video clips of the broadcast.

38. The method of claim 37 wherein the returned stored stimulus response includes indicia  
of a redeemable discount for the music or advertisement broadcast by the identified broadcaster.

39. The method of claim 38 wherein the indicia of a redeemable discount is an electronic  
coupon.

40. The method of claim 31 wherein said content categories of demand stimuli include  
demand stimuli in the form of advertisements for products and services and wherein the stored

stimulus responses returned to the consumer in response to a consumer inquiry relating to an advertisement for products and services include further information relating to the advertised product or service to which the inquiry pertains.

41. The method of claim 40 wherein the returned stored stimulus responses include indicia of a redeemable discount for the music or advertisement broadcast by the identified broadcaster.

42. The method of claim 41 wherein the indicia of a redeemable discount is an electronic coupon.

43. The method of claim 40 wherein the returned stored stimulus responses include a confirming e-mail message relating to the product or service to an e-mail box for the consumer.

44. The method of claim 40 further comprising determining the location of the consumer and returning a stored stimulus response to the consumer which gives the consumer directions to a retail outlet for the product or service.

45. The method of claim 40 wherein the returned stored stimulus responses include connecting the consumer directly to a representative of the advertiser of the product or service.

46. The method of claim 40 wherein the consumer is directed to supply at least one key word pertaining to the advertisement producing the consumer inquiry and wherein the key word

3 supplied by the consumer is used to correlate the advertisement producing the consumer inquiry  
4 to a stored stimulus response.

1 47. The method of claim 46 wherein the at least one key word is placed in the  
2 advertisement of the product or service for use by the consumer in making a consumer inquiry.

1 48. The method of claim 31 wherein the consumer is directed to supply at least one key  
2 word pertaining to the demand stimulus producing the consumer inquiry and wherein the key word  
3 supplied by the consumer is used to correlate the demand stimulus producing the consumer inquiry  
4 to a stored stimulus response.